
UNDERSTANDING GUESTS' GENERATION: A STRATEGY FOR HOTELIERS

Kukoyi I.A¹, Aina O.C², Iwuagwu C.C³ Olatunji T.T⁴

(+234 813 4691 558, kukoyiololade@gmail.com)

Federal University of Agriculture, Abeokuta, Ogun State, Nigeria¹.

Afe Babalola University, Ado-Ekiti, Ekiti State, Nigeria^{2,3,4}.

ABSTRACT: *The study assess trends in service delivery in independent hotels in Ogun State. It classified hotel guests based on the generation they belong to using their period of birth as adopted from Goldman Sachs Global Investment Research (GSGIR). This include, the Baby Boomers, Baby Busters (Generation X) and the Millennials (Generation Y). The investigation focused on the challenges facing hotels and the attributes of various category of people that patronizes independent hotels, their expectation and how hotelier can surpass it. Multistage sampling techniques were used for sample selection. Twenty-four (24) independent hotels were selected from the four major towns in each of the four geopolitical zones that makes up Ogun State using purposive and systemic sampling methods. Simple random sampling method was further used to select four hundred and twenty (420) respondents among guests patronizing the selected hotels. Questionnaires and keys informant interview methods were used for data gathering. Findings of the study revealed that, independent hotels are mostly facing the challenge of poor patronage, unfavourable government policy, high running cost to mention a few. It was also revealed that, independent hotels are mostly patronized by the Millennials (51%) which are mostly male (77%) and are single (67%). Interview with managers of hotel revealed that recent trends in the industry was largely brought by innovations in technology, marketing strategies, human relation and social values which has given birth to several products and services offered by various hotels. The study concludes that, hotels that intend to boost sales to overcome many of their challenges especially in highly competitive regions should intensify efforts to better understand expectations of various generation of customers and which of these generations is most dominant in their region. The study recommends that, hotels that are yet to upgrade their products and services should carve a niche market for themselves that will focus on the dominant group, marketing this group and satisfactorily meeting the expectations of this category of guest without compromising the needs of other category of guests.*

Keywords: Generation, Guest, Hoteliers.

BACKGROUND OF STUDY

For decades, hospitality technology has been old, cumbersome and expensive. But in the past few years, we have seen the rise of 'SaaS' (Software as a Service) products which are more intuitive and cost much less than their predecessors. Property management service (PMS) and channel managers are now readily available to small properties like independent hotels and hostels that enable owners to compete on a more level playing field. According to Helana (2015), Trip Barometer study report predicts that one-third of travelers will increase their budget for the year 2016, but also warned that 63% of people will not stay in a hotel that lacks air conditioning and 43% of people will not stay somewhere that does not offer free WiFi.

Despite the fact that the tourism industry is ranked third World largest industry and one of the major contributor of a nation's gross domestic product (GDP) growth, foreign exchange earnings, job provider to mention a few. Investors and managers are not finding it easy to breakthrough in the hospitality and tourism industry in Nigeria. In Nigeria today, many people rush into investing in the hospitality industry and eventually run bankrupt. Many independent hotel owners and managers have no clear vision with respect to who to cater for and how to cater for them, what category of people patronizes independent hotels most and what are their expectation, what service matches their expectations and how can they be satisfied. In a pilot study conducted in the year 2014, to sample the opinion hoteliers in Ogun State; it was observed that, about 60% of hotels in Ogun State are not yielding up to the maximum expectation of the business owners in terms of patronage/occupancy and business growth/profit maximization.

This study focused its investigation on what category of people patronizes hotel most in Ogun State. What are their expectations and how hotel owners and managers can carve a niche market for their business that would revolve round satisfying surpassing the expectations of this category of people? Many hotels and several other hospitality outfits faces lots of challenges that affect their patronage and consequently, profitability. Some of these challenges includes; determining who to cater for and how best to cater for them and retain their loyalty, unavailability of funds for upgrading to match up with competitors as trends in the industry changes. This study would enlighten its readers and other users of this research findings (especially hoteliers and other business mangers) on modern trends in operation and service delivery in the hospitality and tourism industry and also guide aright, potential investors and potential managers in the industry. The scope of this study is limited to the assessment of the socio-demographic attributes of hotel guests, their perception about hotel services and facilities, and the trends in hotel service delivery in recent years in Ogun State, Southwest, Nigeria.

For the purpose of this study, hotel guests are classified into the following generational categories.

Baby Boomers	51years – 70years old.
Baby Busters (Generation X)	35years – 50years old.
Millennials (Generation Y)	15years – 35years old.
Generation Z	year 2000 above.

Source: Adapted from US Census Bureau in GSGIR 2016.

Baby Boomers

The Baby Boomers are a generation of people born during the Post-World War II 'Baby Boom', roughly during the years 1946 to 1964. In the years following World War II many western nations experienced a spike in births as they slowly recovered from the economic hardships experienced during wartime. This new generation of Baby Boomers experienced an unprecedented level of economic growth and prosperity throughout their lifetime. They entered the world in a time of relative hardship, but thanks to education, government subsidies, rising property prices and technological advancements they have emerged as a successful and affluent generation. Many baby boomers are now settling into retirement, with many more luxuries and comforts in their golden years than experienced by generations before them (Harry, 2014).

Generation X

Generation X commonly abbreviated as Gen-X is the demographic cohort following the 'Baby-Boomers'. There is no precise dates for when this cohort starts and ends. Gen-Xers by broadcast

definition includes those individuals born between the early 1960s and the early 1980s, they are sometimes referred to as 'Baby Busters' because their birth years follows the 'Baby Boom' that began after the World War II. The collective persona of Gen-Xers is frequently debated and discussed among academicians and marketing experts worldwide (Harry, 2014).

Generation X has often been criticized for a snarky and casual disdain for authority. In their workplace, they want freedom coupled with responsibility and they hate being micromanaged. This has created decades of conflict between 'Baby Boomers' and 'Baby Busters'. Gen.-Xers have come of age during an interesting time in the world. They remember rotary dial phones and the explosion of mobile technology. They grew up in world without social media, and yet have adapted to it, even invented it exquisitely. Gen-Xers has overtime proven highly adaptable to change (Harry, 2014).

Generation Y (Millennials)

A millennial simply refers a person reaching young adulthood around the year 2000. Millennials (also known as the millennial generation or generation Y, abbreviated to Gen Y) are the demographic cohort between generation X and generation Z. There are no precise dates for when the generation starts and ends. Pew Research Center (PRC) (2015) reports and data on the millennial generation shows that millennial generation are those born between 1980 and sometime in the early 2000s.

Millennials have become the fastest growing customer segment within the hospitality industry. Exploration, interaction and experience are the major focus of millennials who are willing to pay more for a greater experience (Robert, 2015). Many of them are looking for an overall gourmet experience for a reasonable price and this has produced all new lobby designs in the hotel sector. Lobby bars and hotel restaurants are wide open with combination work, play and eat/drink spaces designed with this millennial customer mind. Millennials are constantly looking for a unique and novel experience and this has and will continue to command change within the market.

Moreover, this customer segment is interested in utilizing technology to do things that many others have become accustomed to doing manually; checking-in at hotels, paying their restaurant and bar bills and looking up places to eat, shop and play to name a few. In addition to wanting technology, millennials have no problems speaking up. If what they are seeking is not handled in their liking, they will turn to Twitter, Facebook, Instagram, Yelp or TripAdvisor to voice their complaints. And last but not least, millennials now constitute the largest percentage of independent hotel customers in recent years (PRC, 2015).

Generation Z

Generation Z is the generation of children born after the Year 2000. They are the children of Generation X and Generation Y. To be fair we don't know a whole lot about the character traits of Generation Z, because they haven't been on the earth for very long yet. Generation Z are predicted to be highly connected, living in an age of high-tech communication, technology driven lifestyles and prolific use of social media. A lot of what we think we know about Generation Z is inferred, and only time will tell whether we have been correct (Harry, 2014).

Aim and Objectives

The aim of the study is to assess hotel customers in Ogun State and provide a nuance understanding of their expectations, how to satisfy them and how best to keep them as loyal customers. This would be achieved through the following specific objectives:

- i. Identify the category of individuals that patronizes hotels most in Ogun State.
- ii. Investigate the major attributes of the category of individuals that patronizes hotel in Ogun State.
- iii. Identify what attracts hotel guests to patronize hotel of their choice in recent times in Ogun State.
- iv. Suggest how the major attributes and needs of hotel guest can be factored in to the trend of service delivery in hotels.

METHODOLOGY

The researchers made use of survey research method for this study; this is because it is a more convenient method in the study of both small and large population in order to discover the distribution of the chosen population sample. Osuala (2002) confirmed this when he said that survey research studied both large and small population to discover the relative incidents of the distribution and interaction of variables. It involves drawing a set of questions on some issues to which selected members of the population are expected to express their opinion. This method is appropriate because it ensures high reliability of the result the researcher might arrive at (Kukoyi et al. 2015).

Samples, Sampling Method and Sample Size:

The samples used for this study includes selected independent hotels within the major towns of the four geopolitical zones of Ogun State and their managers. Owing to the greatly heterogeneous nature of the sample and size of the sample area, the study made use of multistage sampling technique for the sample selection. Purposive sampling method was first used to select the major town in each of the four geopolitical zones in Ogun State (namely: Abeokuta, Ijebu-Ode, Sagamu and Ilaro). Systemic sampling method was further used to select three independent hotels of different class from different quarters within each of these towns. This makes the total number of hotels selected for the study to be twelve. Finally, the study used simple random sampling method to select five respondents from every third guest that is above 18 years old that patronizes the hotel in a day for seven days (1 week). This gives a total of $(12 \times 5 = 60) \times 7 = 420$ four-hundred and twenty respondents that are hotel guest.

Data Collection Method

Questionnaires were given to the respondents that are hotel guest during check-in time and collected back from them during their check-out time. Key informant interview was also conducted for the manager of each of the twelve selected hotels to further gather information on the recent facilities and services rendered by their respective hotels and the category of people that patronizes them in the last two years.

DATA ANALYSIS AND PRESENTATION

Data gathered for this study was analyzed using simple statistical tools and presented using table and charts.

Table 1: Socio-Demographic Characteristics of Respondents

Attribute	Cases	Freq. Count	Percent (%)	Cumm. Freq.	Cumm. Percent (%)
Age	15-34 years (Gen. Y)	214	51%	214	51%
	36-50 years (Gen. X)	152	36%	366	87%
	51-70years (Baby Boom)	54	13%	420	100%
Gender	Male	316	75%	316	75%
	Female	104	25%	420	100%
Employment	Public Servant	97	23%	97	23%
	Private Corporate Org.	124	30%	221	53%
	Self Employed	199	47%	420	100%
	Unemployed	0	0%	420	100%
Marital Status	Single	283	67%	283	67%
	Married	124	30%	407	97%
	Widow/Widower	13	3%	420	100%
Frequency of Hotel Patronage	First Timer	22	5%	22	5%
	Seldom	156	37%	178	42%
	Often	242	58%	420	100%

Source: Field Survey (2016)

Table 1 above shows the Socio-Demographic characteristics of the respondent. The table revealed various information about the respondents. The Age distribution for respondents from Gen. Y category of age group 15-34 years totaled 214 with a percentage of 51%, in the age bracket 36-50 years, respondent of the Gen. X category are 152 being 36% of total respondent, the last category are Baby Boom with age group 51-70 years have a total of 54 with the percentage of 13%. This shows that most of the respondent are of millennials generation which constitute the largest percentage of hotel customers in Ogun State.

Gender: The gender distribution of the respondents in the study area as shown in table 1 reveals various gender of respondents both the Gen Y, Gen X and Baby Boom. Total of 316 (75%) respondents were male and a total of 104 (25%) respondents were female. This implies that males patronizes hotel more than females in Ogun State.

Employment: The distribution, of the respondent according to their respective occupation is detailed in table 1, in the table, it is observed that of the 3 categories who responded, 23% are public servant, 30% works at private corporate organisation, 47% are self-employed while 0% are unemployed. The overall implication is that many of the respondent are employed and are literate, therefore, the reliability of their opinions was therefore not doubt. The data also implies that unemployed people do not likely patronize hotel in Ogun State.

Marital status: The distribution of the respondent according to their respective marital status is detailed in Table 1, in the table, out of the total of 420 respondents of the various categories, 283 (67%) are single (yet to be married), 124 (30%) are married while 13 (3%) are widow or widower. In the population, single people have the highest percentage, this implies that 'Singles' patronizes hotels more than the married and widow/widowers in Ogun State.

Frequency of Hotel patronage: The patronage of the respondent was grouped in a distribution of first timer, seldom and often with frequency count of 22, 156 and 242 respondents respectively and their respective percentage being 5%, 37% and 58%. This shows that majority of the respondent for this study patronizes hotels often, closely followed by those who visit seldomly, while the first timer rate is relatively low. More so, amongst the generations, figure '1' below reveals that the Gen. Y patronizes hotels most often in Ogun State.

Table 2: Assessment of Hotel Guest's Employment Status

Category	Public Servants	Private Corporate Org.	Self Employed	Total
Baby Boomers	17 (18%)	23 (18%)	40 (20%)	80 (19%)
Generation X	52 (53%)	43 (35%)	68 (34%)	163 (39%)
Generation Y	28 (29%)	58 (47%)	91 (46%)	177 (42%)
Total	97	124	199	420

Source: Field Survey (2016)

The employment status of the three category of hotel guest was grouped in a distribution of public servants, private corporate organisation and self-employed. 17 out of 80 Baby Boomers with a percentage of 18% are public servants, 23 Baby Boomers with a percentages of 18% works at private corporate organisation while 40 Baby Boomers with a percentage of 20% are self-employed. Thereby having a total population of 80 Baby Boomers with a percentage of 19% overall.

For the second category (Generation X), it was revealed that 52 members of the generation with a percentage of 53% are public servants and 43 member of generation X with a percentage of 35% works at private corporate organizations and 68 member of generation X with a percentage of 34% are self-employed. The total population of generation X is 163 with a total percentage of 39% of the total respondent.

For the third category (Generation Y), 28 (29%) are public servants, 58 (47%) works at private corporate organizations and 91 (46%) are self-employed. The Generation Y thereby has 177 total member with 42% of the total respondent population. This implies that most member of the three category are self-employed with a population of 199 respondents.

Table 3: Assessment of Hotel Guest's Marital Status

Category	Single	Married	Widow/Widower	Total
Baby Boomers	12 (4%)	60 (48%)	7 (54%)	79 (19%)
Generation X	52 (19%)	48 (39%)	4 (31%)	107 (25%)
Generation Y	219 (77%)	16 (13%)	2 (15%)	237 (56%)
Total	283	124	13	420

Source: Field Survey (2016)

Table 3 above, indicates the distribution of the generational category relating to their respective marital status. The Baby Boomers comprised of 12 singles, 60 married and 7 widow/widowers, with percentage of 4%, 48% and 54% respectively. This category has 79 members (19%) of the total respondents. The Generation X category comprised of 52 singles, 48 married and 4 widow/widower (that is, 19%, 39% and 31% respectively) thereby having a total of 107 (25%) representative of the total respondents.

The Generation Y comprised of 219 singles, 16 married, and 2 widow/widower (that is, 77%, 13% and 15% respectively), thereby having a total population of 237 with a total percentage of 56% of the total respondents. This implies that the three generational category has more single member with a total of 283 (77% of which are millennials) and has relatively low number of (13) widow/widower (54% of which are baby boomers). Recall that, table '1' above, reported that singles patronizes hotels in Ogun State, Nigeria more than the married and widow/widower. This further reveals that the Generation Y category patronizes hotel most in Ogun State.

Table 4: Assessment of Hotel Guest's Frequency of Patronage

Category	First Timer	Seldom	Often	Total
Baby Boomers	01 (5%)	52 (33%)	21 (9%)	74 (18%)
Generation X	08 (36%)	40 (26%)	74 (31%)	122 (29%)
Generation Y	13 (59%)	64 (41%)	147 (60%)	224 (53%)
Total	22	156	242	420

Source: Field Survey (2016)

Table 4 above, indicates the distribution of hotel guest's frequency of patronage. The first category of guest is the Baby Boomers and comprised of 1 first time visitor, 52 of them visits seldom and 21 visits often (that is 5%, 33% and 9% of the total population in each case respectively), thereby having a total of 74 members with 18% of the total respondent population.

The Generation X category of guest comprises of 8 first time customer, 40 of them visits hotel seldom and 74 visit hotel often (giving 36%, 26% and 31% of the total population in each case respectively) thereby having a total member of 122 with 29% of the total respondent.

The Generation Y category comprises of 13 first time customer, 64 members who visits seldom and 147 members who visits often (that is 59%, 41% and 60% respectively), having a total of 224 members with 53% of the total respondents. This implies that more members from the 3 category visits often and only few members of the 3 category are first time hotel visitor. This further gives a conviction that many of the respondents are experienced hotel guest.

Table 5: Assessment of Hotel Guest's Gender Vis-a'-Vis their Generational Category

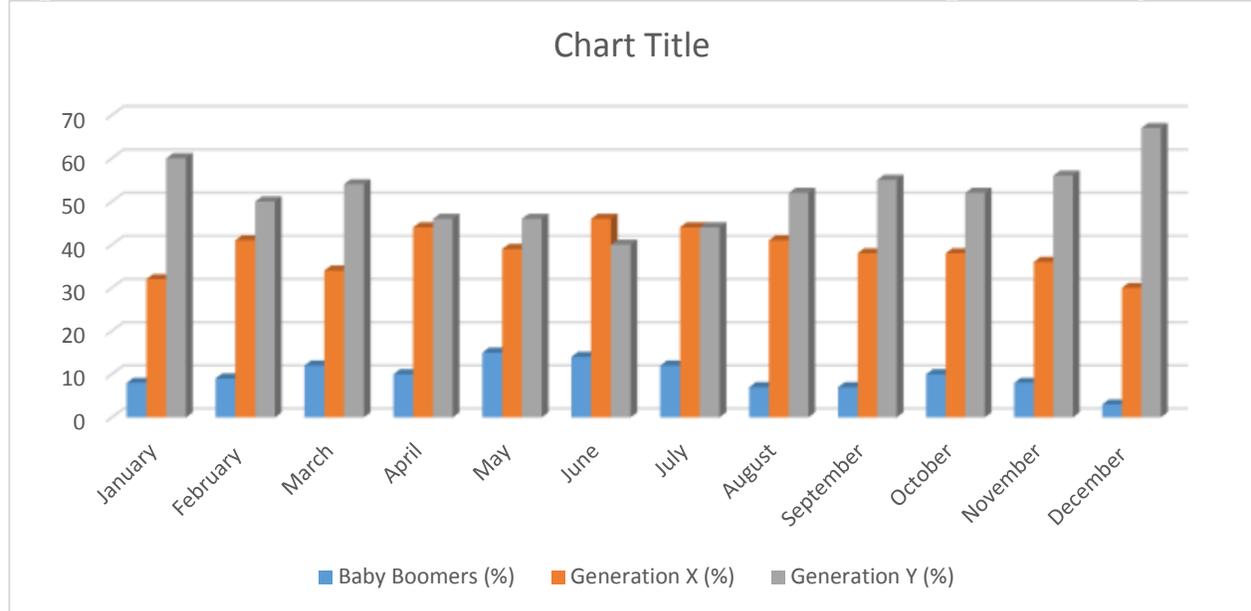
Category	Female	Male	Total
Baby Boomers	13 (12%)	41 (13%)	54 (13%)
Generation X	37 (36%)	115 (36%)	152 (36%)
Generation Y	54 (52%)	160 (51%)	214 (51%)
Total	104	316	420

Source: Field Survey (2016)

Table 5 above, indicates the distribution of the Hotel guests' gender in relation to their generational category. The Baby Boomers comprises of 13 female and 41 male with a percentage of 12% and 13% respectively and having a total of 54 members with 13% of the total respondents. The Generation X category comprised of 37 female and 115 male with a percentage 36% and 36% respectively with a total of 152 members (36%) of the total population. The Gen Y category comprised of 54 female (52% of the total respondents) and 160 male (51%) of the total respondents) with a total of 214 (51%

of the total respondent). This implies that there are more male for all category of guests that patronizes hotels in Ogun State.

Figure 1: Assessment of Hotels’ Record of Guests Patronage for the year 2015



Source: Field Survey (2016)

Figure 1 above, indicates the distribution of hotels record of guest’s patronage for the year. According to figure ‘1’, in January, the hotel had the highest patronage from the Generation Y (60%) in the total January patronage. The Generation X category was about 31% of the hotels patronage while the Baby Boomers had about 9% of the hotels patronage in January. For February, the Generation Y also had the highest percentage of around 50% of patronage and Generation X had 41% of patronage while Baby Boomers had the least percentage of 9% patronage in the hotel for February. For March, the chart indicates that Gen. Y had a patronage share of about 55%, Gen X has about 34% while Baby Boomers had 11% of the total hotel patronage for the month of March. This implies that hotels recorded the highest patronage for Generation Y is the first quarter of year 2015.

In the month of April, the Generation Y category had the highest percentage (46%), followed by Gen X (44.5%) and the Baby Boomers had the lowest (9.5%). For the month of May, Gen Y had the highest patronage also (45%), Gen X was next (38%) while the Baby Boomers had the least (14%). In the month of June, there was a change from the observed trend, Gen. X had the highest patronage (45%), Gen Y was next with about (39%) while Baby Boom had (12%) patronage. This implies that hotels recorded the highest patronage for Generation Y is the second quarter of year 2015 also.

For the month of July, Gen X and Gen Y category both had 44% patronage record while Baby Boomers had a record of 12% patronage. In August, the chart revealed that Gen Y had a record of about 53%, Gen Y 40% while the Baby Boomers had about 7%. This implies that the Gen Y category had the highest patronage for August. In the month of September, the chart reveal that the hoteliers record had 54%, 37% and 7% for Gen Y, Gen X and the Baby Boomers respectively for their

patronage. This also implies that hotels recorded the highest patronage for Generation Y is the third quarter of year 2015.

In October, the hotels had 52%, 38% and 9% for Gen Y., Gen X and Baby Boomers respectively in their record. In the month of November, patronage by Gen Y was the highest (56%) followed by the Gen X (36%) and the Baby boomers had the least patronage (8%). In December, the Gen Y also had the highest patronage (67%), next is the Gen X (29%) while Baby Boomers had the least patronage (4%). This implies that the Gen Y category of guest patronized hotels most followed by Gen X while Baby Boomers patronized hotels least in the year 2015 in Ogun State, Nigeria.

Table 6: Hotel Managers' View on Modern Facilities/Services that Attract Customers to Hotels

Innovation	Provision	Description of Service	Effect	Benefits/Values
Technology Based	WiFi Radio	WiFi internet as Value added service	Makes internet accessibility very easy and more available for both the facility and its guests	Builds guests confidence that the facility is 21 st century compliant and make the facility environment
Technology Based	Website, Global Distribution System (GDS) & Central Reservation System	Online booking/reservation platform.	Allows guest access information about the facility on the internet, make bookings/reservation on the internet also. Payments can also be made online through internet bank transfers, PayPal etc.	Reduce the stress and cost of having to get to the premises of the facility before order can be placed for bookings /reservation.
Technology Based	Microchips	Point of Sale (POS) Machine	Allows customer make payment without necessarily tendering cash. Payment can be made through the use of credit cards and debit cards	Reduces the risk of carrying cash about. Promotes cashless economy and saves the facility the cost of managing cash.
Technology Based	Microchips with programmable memory	Key cards for rooms Most facilities are recently upgrading from the inserted	Allows customers access their hotel rooms without carrying about the traditional metal keys.	Guarantees security of the hotel guest and possibility of strangers access the guest's room

		key cards to soft touch key cards.		
Technology Based	Camera, Video converter, Monitor Screen	Closed Circuit Television (CCTV) Camera	Allows the security unit and management of the hotel to keep a 24/7 surveillance of happenings within the vicinity of the property.	Boosts management and guest's confidence of security of life and property within the facility premises. Curbs crime within the hotel premises.
Technology Based	Video Recorder and Computer Software	Digital Video Marketing	Uses video clips to engage Guest of Social Media	Increases hotel's income
Technology Based	Sensor/Camera	Automatic Room Lightning System Human Detector	Switches on automatically immediately a guest steps into a room and off soon after the room is no longer been occupied by guest.	Efficiently conserve and effectively controls the consumption of energy within the facility. Reduces risk of fire outbreak caused by electricals resulting from guest carelessness after leaving hotel room.
Technology Based	Mechatronic Sensor/Camera Electric Motor	Electronic Motor Driven Doors	Automatically opens hotel doors to people as they approach the entrance to the hotel	Reduces the stress of opening and closing of the door by human being and also gives the guest a convincing welcome that the hotel is technology compliant.
Technology Based	Sensor/Camera	Car Scanner	Car Scanners are installed at the facility's entrance gate. Use by security offices to assess all vehicles coming in to the premises	Helps in security checks and boost customers confidence level on security within the premises. Safety of life and properties.

Man-Man Ancillary Services	Customer Relations	Concierge	Attends to guest's personal needs. Makes guest feel well pampered and specially treated.	Builds good and long lasting customer relation. Promotes patronage, sales and customer loyalty.
Human Relation Marketing Strategy	Customer Relation/Marketing	Loyalty programs	Creates more business friendly atmosphere for customers	Keeps loyal customers of the facility for a longer period.
Technology/ Human Ancillary Services	Health/Fitness	Gyms, Swimming and other reasonable sporting facility	Creates a much more relaxing environment for customer	Increase patronage and Boost revenue base
Man-Man Ancillary Services	Health/Beauty	Spa, Make-Ups	Creates a much more relaxing and beautifying environment for customer	Boost revenue base and guest comfort/confidence in the services of the hotel
Technology/ Human Ancillary Services	Souvenir Shops/Business Centers	Daily needs/ Mini-mart and computer business center/ travel agents	Guest are opportune to carry out virtually all business activities within the premise of the hotel	Boost revenue base and guest comfort/confidence in the services of the hotel
Technology/ Human Ancillary Services	Shuttle Services	Local Transportation	Guest are able to reach all places of their choice (such as tourist centers, cinema etc.)	Boost revenue base and guest comfort/confidence in the services of the hotel
Food and Beverage Services	Restaurants/Bars	Variety of food and drinks for hotel guests and visitors' consumption	Hotels recently now serve foods that were not part of their traditional menu (such as noodles and lots of indigenous meals). Hotels now operate different kinds of Bar to match up with customer expectations (such as lobby bars).	Hotels are able to meets guest's expectations and also increase their revenue base. Guests are better served and more satisfied.

Source: Field Survey (2016)

Table 7: Guest's Perception on the Level of Significance Attached to Innovations and Services Rendered by Hotels in Ogun State

Service Rendered	Human Relations		Technology Compliance		Security of Life and Properties		Accommodation Services		Food and Beverage Services		Ancillary Services	
	Sig. %	Insig. %	Sig. %	Insig. %	Sig. %	Insig. %	Sig. %	Insig. %	Sig. %	Insig. %	Sig. %	Insig. %
Baby Boomers	65	35	30	70	70	30	60	40	70	30	50	50
Baby Busters	60	40	60	40	65	35	70	30	60	40	60	40
Millennials	50	50	80	20	50	50	65	35	50	50	70	30

Table 7 above, indicates the perception of each of the guests category on how significant they found innovations and modern facilities/services that are been offered by hotels that they patronize which they find attractive to them and also put into consideration in determining their choice of hotel. The table revealed that, 65%, 60% and 50% of Baby Boomers, Baby Busters and Millennials respectively found 'Human Relations' significant to them in determining their hotel of choice for patronage. This implies that majority of all category of hotel guests patronizes hotels with good human relations in the course of their service delivery. The table also revealed that 70% of Baby Boomers does not find technology compliance significant to their choice of hotel. Whereas, 60% and 80% of Baby Buster and Millennials respectively find technology compliance by hotels significant to their choice of hotel. Table '7' further indicate that all categories of hotel guest (Baby Boomers 70%, Baby Busters 65% and Millennials 50%) finds security of life and properties significant as part of what is been considered to determine their hotel of choice for patronage.

In the area of provision of accommodation services, which is the primary responsibility of a hotel, 60%, 70% and 65% of Baby Boomers, Baby Busters and Millennials respectively claimed that they find provision of quality accommodation services germane to their choice of hotel for lodging. Likewise, 70%, 60% and 50% of Baby Boomers, Baby Busters and Millennials respectively found the quality of food and beverage services offered significant as part of the factors they consider in choosing hotel for patronage. This implies that any hotel that wants to be successful must pay vital attention to quality service delivery in all these aspect irrespective of the category of guest they choose to cater for. Finally, 50%, 60% and 70% of Baby Boomers, Baby Busters and Millennials respectively also considers ancillary services significant in determining what hotel they should patronize.

Figure 2: Significance Chart on the Innovations and Services Rendered by Hotels in Ogun State

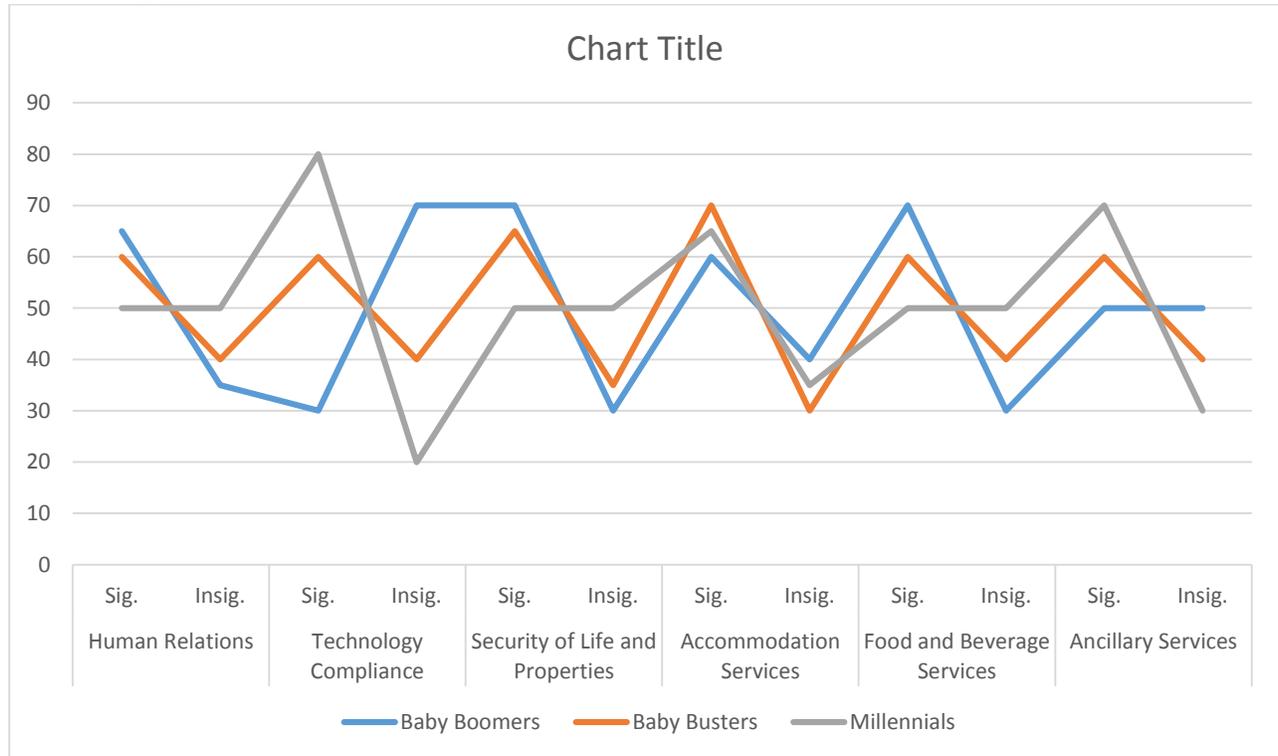


Figure 2 above, shows the relationship between the opinions of the various categories of guest on their perception about what attracts them significantly to patronizing hotels of their choices in Ogun State. The chart reveal there is no much variation in the opinion of all category of guest except in the area of technology compliance. Millennial and Baby Busters holds technology compliance as one of the significant factor that determines their choice of hotel, while the Baby Boomer do not attach much significance to technology compliance as a factor that they consider in making their choice of hotel for lodging.

SUMMARY, CONCLUSION AND RECOMMENDATION

The study categorizes hotel guests by using their age into generations using the GSGIR (2016) adapted from the United States Census Bureau. The study reviews the attributes of each of the generations and assess their socio-demographic characteristics. The study also investigated the level of patronage of each of the generations in hotels in Ogun State, Southwest Nigeria. The study found that, hotels in the Ogun State of Nigeria are largely patronized by the Millennial (Gen.Y) and this category of guests find hotel compliance with innovations in information and technology and other ancillary services (as stated in table ‘6’ above) significant to their choice of hotel, other than the traditional hotel services.

The study recommends that hotels should endeavor to provide the facilities and services that these various categories of guests (especially the Millennials) finds attractive and significant in consideration of their choice of hotel for patronage in order to boost their hotel’s revenue and increase profitability. Never the less, hotels that may not likely be able to meet up with the provision all the

generations finds significant in consideration of their choice of hotel should carve a niche to suit any of the category of guest of their choice that they can best cater for. Report of this study is a guide for hoteliers in understanding who their potential customers better, and how best they can meet their guests' needs.

AREA OF FURTHER RESEARCH

There is need to conduct this kind of study in several other states in Nigeria (and Africa) and in the United States also, where the categorization criteria used for the study is prevalent, in order to determine whether the behavioural patterns of the generations (Baby Boomers, Baby Busters: Gen X and Millennial: Gen Y) with respect to hotel patronage is synonymous to what is obtainable in Nigeria or not. Also the study can be carried out spreading over 3-5 years to further affirm the behavioural pattern of the generation in the hotel industry.

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